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MAY 1, 1991

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R&I's 1991 TASTE OF CHICAGO

Business Report
Hot Places
Dining Guide

HOW LEVY WILL REVAMP McCORMICK PLACE'S FOODSERVICE

A Price-Value "Trio" From Arnie's

NEW R&I SERIES:

THE CLEAN RESTAURANT

Easy Ways To Create EXTRAVAGANT BRUNCHES

More Inside! See Page 4

A CAHNERS PUBLICATION

MAY 1, 1991

CONTENTS

VOL. 101 NO. 12

VIEWPOINT
WHAT'S YOUR MEDIA IQ? 9

R&I REPORT
TRANSPORTATION; OPERATIONS; COLLEGES 13
CALENDAR; THE HILL 16
CHOICE IN CHAINS; MARKETING; REPOSITIONING; HELPING HAND 20
DATA DIGEST; CONTRACTORS; LIABILITY 22

R&I EXCLUSIVE
TASTE OF CHICAGO 26
NOTEWORTHY NEWCOMERS 40
CHICAGO CLASSICS 54
BEST BREAKFASTS 54
CHEAP ETHNIC EATS 58
TEA TIME 62
LATE KITCHEN CLOSINGS 66

IDEAS
WASTE PATROL; THE BASICS; DESIGN 71
CUSTOMER CONTACT 74

R&I SPECIAL REPORT
FROM CARTS TO CATERING, LEVY DOES IT ALL AT McCORMICK PLACE 79

MENUS
DESIGN; CONCEPTS; COLLEGE DINING 87
BEVERAGE PROMOS; PROMOTIONS; PRICE/VALUE 88

R&I HOW-TO
THE CLEAN RESTAURANT 90

EQUIPMENT
INN'S SUCCESSFUL BUFFETS RELY ON THOROUGH SCHEDULING 111

FOOD
EASY EXTRAVAGANT BRUNCH 118

PRODUCT KNOW-HOW
STYLISH VINAIGRETTES SUIT CASUAL OR FINE DINING 139

PRODUCT CATALOG
PRODUCT NEWS, FREE LITERATURE 143

CLASSIFIED ADS
BUYING, SELLING, CHANGING JOBS 156

ACTION EXPRESS
ADVERTISERS INDEX 164
PRODUCT RETRIEVAL 164
PHOTO CREDITS 164

READER SERVICE CARD
SEND FOR FREE INFORMATION 165

ABOUT THE COVER

What's in a name? If the name is Arnie Morton, the answer is "A Taste of Chicago." This trio of meat, fish and poultry, featured at Arnie's on North State Parkway, is the restaurateur's latest entry in his long history of fine dining in the Windy City.

26 R&I EXCLUSIVE: TASTE OF CHICAGO DINING GUIDE

Downscaling and rethinking concepts continues to be a survival tactic for Chicago's restaurants. The process has brought vigor to menus and a welcoming warmth to the dining environment. For our annual review of what's going on, *R&I* stalked the city and suburbs for interesting new foods, places and faces.

90 SPECIAL REPORT: THE CLEAN RESTAURANT

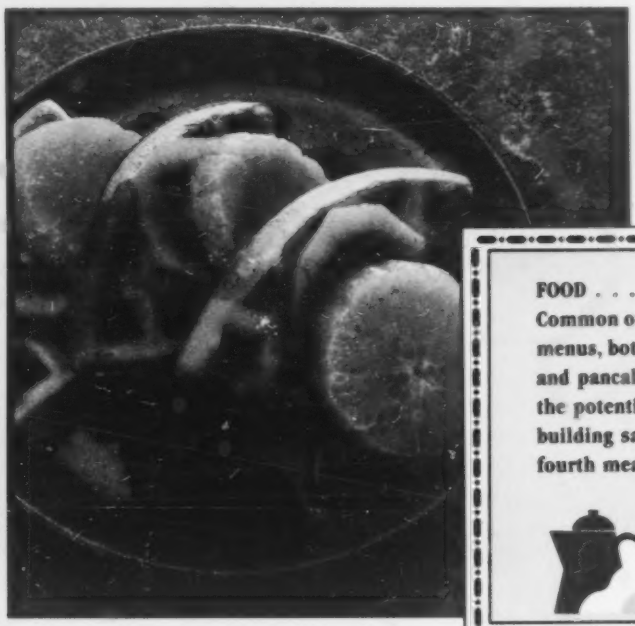
Surveys have shown that cleanliness is one of the primary reasons customers return—or decide to avoid—a foodservice operation. Sanitation is not just the chemicals and procedures operators use. Successful sanitation begins with the physical design of the restaurant, and continues only with effective, efficient management. Part I of a series that begins in this issue covers back- and front-of-the-house cleanliness.

111 HOW TO SCHEDULE BOUNTIFUL BUFFETS

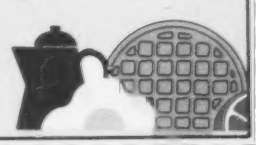
Chatham Bars Inn, Chatham, Mass., presents a case study of time and motion involved in setting up a successful buffet. The inn starts preparing for its spectacular Sunday buffet—popular with Cape Cod locals as well as guests—on the Monday before, coordinating it with regular foodservice and catered affairs for tourists and conference groups. Check the inn's plan for ideas you can apply to your buffet.

118 BRUNCH: THE FOURTH FOODSERVICE DIMENSION

An easy way to branch out into brunch is to see the common elements found on breakfast and luncheon menus in the light of midday. Our Food feature has formulas for making egg dishes, soup, salad, sandwiches, pizza and pasta worthy of a new and special place on the day's agenda.



FOOD 118
Common on breakfast menus, both waffles and pancakes have the potential for building sales for the fourth meal—brunch.



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R&I REPORT

DATA DIGEST

GALLUP POLL: 84% WANT SEPARATE NON-SMOKING SECTION

A separate section for non-smokers is the most important feature a restaurant can offer, according to consumers who responded to a Gallup poll conducted late in 1990 for the National Restaurant Association.

Of the 1,000 adults polled, 84% are interested or very interested in separate seating for smokers. This represents an increase from 1988, when a similar poll revealed 78% were interested in segregated seating for smokers. Only 9% say they have no interest at all.

The latest survey shows women are more likely than men to express interest in non-smoking sections. Also, the youngest group of respondents—age 18 to 24—is most interested in non-smoking accommodations. People in the Southeast and Rocky Mountain states are the most interested, whereas people in the Southwest are least interested.

In response to consumer demand, the NRA reports more than 70% of operators now have separate sections. The figure rises to 79% among operators with check averages of more than $25.

Ranking behind the smoking issue in the poll were nutritious menu items, a children's menu and self-service salad or food bars.

Fully 71% are very interested in nutritious menu alternatives, compared to 76% the previous year. About 67% say they are very interested in the children's menu, the same percentage as the 1988 survey. And 69% want self-service salad and food bars, down slightly from 71% in '88.

UPSCALE OPERATORS RESPOND TO NEW ATTITUDES

Upscale restaurateurs are refashioning their menus to meet the changing preferences of the baby-boomer generation. This powerful demographic group was once interested in chic, experimental dining experiences. Now baby boomers are looking for less elaborate meals in comfortable surroundings, according to NRA President Michael Hurst. By broadening their appeal, upscale operators are maintaining business during a soft sales period. (Table: Percentage of tableservice restaurants with check averages above $25 taking specific steps since January 1989.)

Operator action	% surveyed
Cut prices of menu items	30%
Added lower-priced menu items	52
Added easy-to-prepare dishes	49
Added grilled dishes	64
Added pasta dishes	73
Added light entrees	65
Offered fixed-price meal	58
Offered frequent-diner deal	20

National Restaurant Association's Tableservice Operators Survey.

AIDS AWARENESS ON THE INCREASE

The percentage of people willing to eat in a restaurant where a kitchen worker has AIDS stands at 32% today, up 18 points from 1987, according to a report in *The Public Pulse*, a newsletter from The Roper Organization.

The newsletter states that, as the understanding of AIDS has increased, the public's tolerance of people with AIDS has grown. The January report notes increased tolerance also is due to the fact that more lives have been touched by the disease in some way. In '87, 10% of Americans knew somebody who had AIDS or died from it. That number has since almost doubled to 18%.

What has not changed, according to Roper, is the fundamental approach preferred by the public for dealing with AIDS. More than 60% say both the rights of AIDS patients and the public health should be kept in mind, but in case of conflict, protection of the public should prevail. —*J.W.*

ACTION EXPRESS

ADVERTISING INDEX

For more information on the products advertised and featured in this issue, circle the number indicated on the Reader Service Card.

Advertiser	Inquiry No.
Alto-Shaam, Inc. (p.75-78)	32
Amstar Sugar Corp. (p.59)	25
Athens/Apollo Food Group, Inc. (p.155)	77
Berg Co. (p.152)	67
Bil Mar Foods, Inc. (p.80-81)	33
Blue Diamond Growers (p.37)	83
Calavo Foods, Inc. (p.60-61)	26
California Avocado Commission (p.114-115)	48
Chiquita Banana (p.142)	60
Classified Advertising (p.156-163)	
Cleveland Range, Inc. (p.92-93)	38
The Clorox Co./Hidden Valley Ranch, Salad Dressing Mixes (p.31)	
Continental Carlisle (p.88-89)	36
Continental Coffee Products (p.IBC)	80
Cryovac Div., W.R. Grace & Co. (p.116-117)	49
Del Monte Foodservice (p.124-125)	
Dole Fresh Fruit Co. (p.141)	59
Dole Fresh Vegetable Co. (p.138)	58
Dormont Mfg. Co. (p.152)	66
The Drackett Products Co. (p.103)	42
Entertainment Publications (p.51-53)	150
Farmland Foods, Inc. (p.70,123)	29,52
Florida Department of Citrus (p.131-133)	
General Foods Log Cabin (p.127)	54
General Mills, Foodservice Div. (p.108-109)	45
Golden Needles Knitting & Glove Co. (p.155)	76
The Hall China Co. (p.74)	31
Hatco Corp. (p.110)	46
Heinz Co., H. J. (p.32-33)	82
Hickory Specialties (p.152)	65
Hidden Valley Ranch, Salad Dressing Mixes/The Clorox Co. (p.31)	
Hillshire Farms (p.55)	23
Hormel & Co., George A. (p.83)	34
Hospitality Mints (p.154)	72
Hunt-Wesson Foodservice Div. (p.5-8)	
Iceland Seafood Corp. (p.56-57)	24
International Multi. Foods, Fred's Frozen (p.72-73)	30
John Morrell (p.113)	47
Karp & Sons, L. (p.128-129)	55
Katchall Industries, Inc. (p.153)	71
Kellogg Company (p.147,151)	61,86
Lamb-Weston (p.38-39)	84
Lancaster Colony Commercial Products (p.153)	68
Land O Lakes, Inc. (p.95,97,99)	39,40,41
Libbey Glass Foodservice, Libbey Glass Div. (p.17)	6
Merico, Inc. (p.3)	2
Midwest Micro Systems, Inc. (p.153)	69
Minute Maid Foodservice a division of Coca Cola Foods (p.84-A-84-B,85)	
Molded Fiber Glass Tray Co. (p.154)	74
Nabisco Brands Inc., Foodservice Div. (p.10-11,120-121)	3,51
National Safety Council (p.145)	35
Nestle Brands (p.104-105)	
Nieco (p.86)	
Norpac Food Sales (p.IFC)	1
Oneida, Ltd. (p.12)	4
Oscar Mayer Foodservice, Louis Rich (p.14-15)	5
Pierce Foods Corp. (p.42-43)	50
Placon Corporation (p.148-A)	85
Proprocess Corporation (p.154)	73
R&I Computer Cookbook Library (p.153)	125
Reckitt & Colman (p.92-93)	37
Rich Products Corporation (p.63-65,150)	
Rich Sea Pak (p.41)	16
Sharp Electronics Corp. (p.149)	62
SiLite, Inc. (p.45)	18
Simplot Co., J. R. (p.136-137)	57
Smucker Co., The J.M. (p.135)	56
Stouffers Foods Corp. (p.68-69)	28
Sugar Foods Corp. (p.18-25)	7,8,9,10,11,12,13,14,15
Tomlinson Industries (p.152)	64
Total Ultimate Foods (p.154)	75
Tropicana (p.46-49)	19,20,21
Tyson Foods, Inc. (p.28-29)	100
Vollrath Co., The (p.BC)	81
Wilbur Curtis (p.67)	27
Wolfe Frostop (p.155)	79
Wong Wing Foods, Inc. (p.106-107)	44

PRODUCT RETRIEVAL

PRODUCT CATALOG

Page 143	Inquiry No.
Dressings (Hidden Valley Ranch)	
Oven/Steamer (Alto-Shaam)	300
Pork Recipes (National Pork Producers Council)	301
Dessert Topping (Rich Products Corp.)	302
Chicken Patty (Pierce Foods)	303
Hams (Dubuque)	304
Cheese (Beatrice Cheese)	305
Promotion Kit (Hunt-Wesson Foodservice)	306
Stuffed Potatoes (Ore-Ida Foods Inc.)	307
Page 144	
Hot Dogs (Farmland Foodservice)	323
Gatorade (The Quaker Oats Co.)	324
Produce (Nugget Distributors)	325
Rice (Heinz U.S.A.)	326
Turkey (Perdue Farms Inc.)	327
Cleaning Supplies (Reckitt & Colman Commercial Group)	328
Syrup (General Foods USA)	329
Spread (Land O'Lakes)	330
Guacamole (Calavo Foods Inc.)	331
Biscuits (Readi-Bake Inc.)	332
Page 146	
Cleaning Products (Procter & Gamble)	308
Dessert Recipes (National Dairy Board)	309
Au Jus Gravy (Nestlé Brands)	310
Turkey Steaks (Bil Mar Foods Inc.)	311
Margarine (Nabisco Brands Inc.)	312
Form'd Portions (Iceland Seafood Corp.)	313
Prepared Chicken (Tyson Food Service)	100
Cheese Fact Sheet (Wisconsin Milk Marketing Board)	314
Page 148	
Reference Kit (The Beef Industry Council)	315
Cereal (General Mills Foodservice)	316
Fat-Free Batters (L. Karp & Sons)	317
Bacon (Oscar Mayer Foodservice)	318
Promotion (National Turkey Federation)	319
Portion Packs (Sugar Foods Corporation)	320
Brown Rice (Uncle Ben's)	321
Dessert Topping (Hunt-Wesson Foodservice)	322
Page 150	
Menu Shells (House of Seagram)	350
Ice Machines (Scotsman Industries)	351
Roller Grill (Star Mfg. Intl. Inc.)	352
Computer Cookbook (*R&I* Computer Cookbook Library)	124
(5¼-in. disk)	125
(3½-in. disk)	126
Citrus Juices (Lykes Pasco)	353
Frying Oil (Van den Bergh Foods Co.)	354
Carambola (J.R. Brooks & Son Inc.)	355
Training Program (The National Safety Council)	356
Ovens/Steamers (Cleveland Range)	357
Stemware (Lancaster Colony Commercial Products)	358

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Contents: p. 4, Sunkist Growers.
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***R&I* How-To:** "Operations," p. 91, Eric Futran; p. 96, 98, 100 (l.), Jeff Lowenthal.
Equipment: "Systems," p. 111, 112, Madelin Schneider Wexler.
Food: "Dayparts," p. 122, New Zealand Fruit Company; p. 126, Convito Italiano; p. 130, American Egg Board.
Product Know-How: "Menu Merchandising," p. 139, California Olive Industry; p. 140, North American Blueberry Council.

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